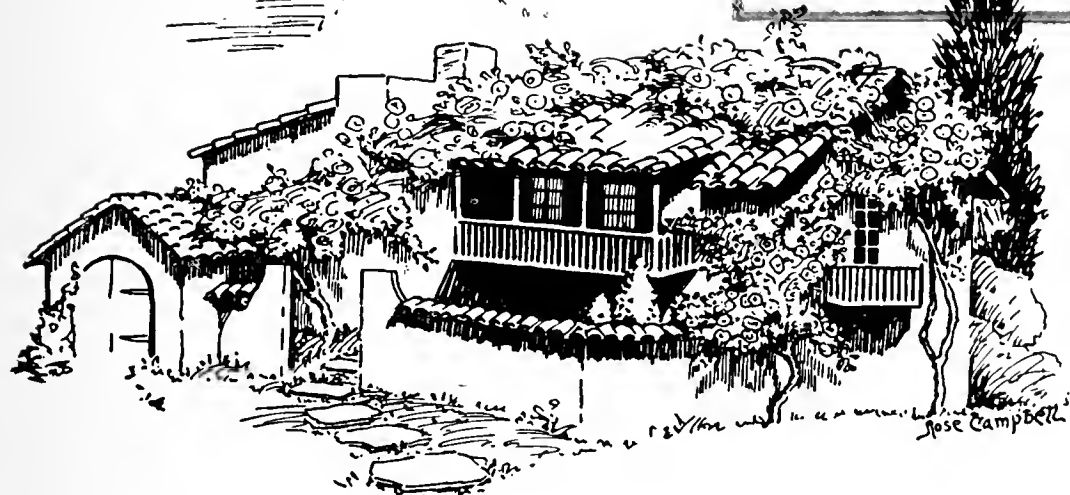


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Do not assume content reflects current scientific knowledge, policies, or practices.



Rare and Old Fashioned Roses

AND A SELECTED LIST OF
THE BEST PROVEN ROSES FOR THE AMATEUR

Also an offering of

Interesting and Uncommon Plants and Seeds

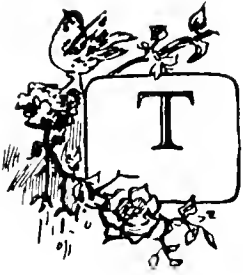
THE LESTER ROSE GARDENS

(Formerly at Monterey, now in Beautiful Brown Valley)

ROUTE 5, BOX 326

—

WATSONVILLE, CALIFORNIA



THIS CATALOGUE differs from many rose catalogues you will receive; it has no gaudy and expensive colored illustrations, (which the customer pays for), and, I hope, no extravagant claims. But it does offer you the benefit of a lifetime's experience with roses; it tries to tell the truth; and it offers you nothing that has not been tried out and found to be of real merit, not for the expert horticulturist, but for the amateur gardener, whom we try to serve faithfully and whose interests we hold to be paramount. Descriptions are necessarily brief, but further detailed information or any planting suggestions desired will be gladly given on request. As for our prices, if you could see our stock you would agree they are most reasonable.

Unless otherwise stated, we PREPAY DELIVERY CHARGES on all orders for \$1.00 or more to any address in California and elsewhere on the conditions indicated. As our Roses are exceptionally large, this is an important consideration. Be sure to add the necessary 3% sales tax, please. Terms are cash with order, or we will send C.O.D. if one-third is paid as a deposit. Please use the order blank on page nineteen.

FRANCIS E. LESTER



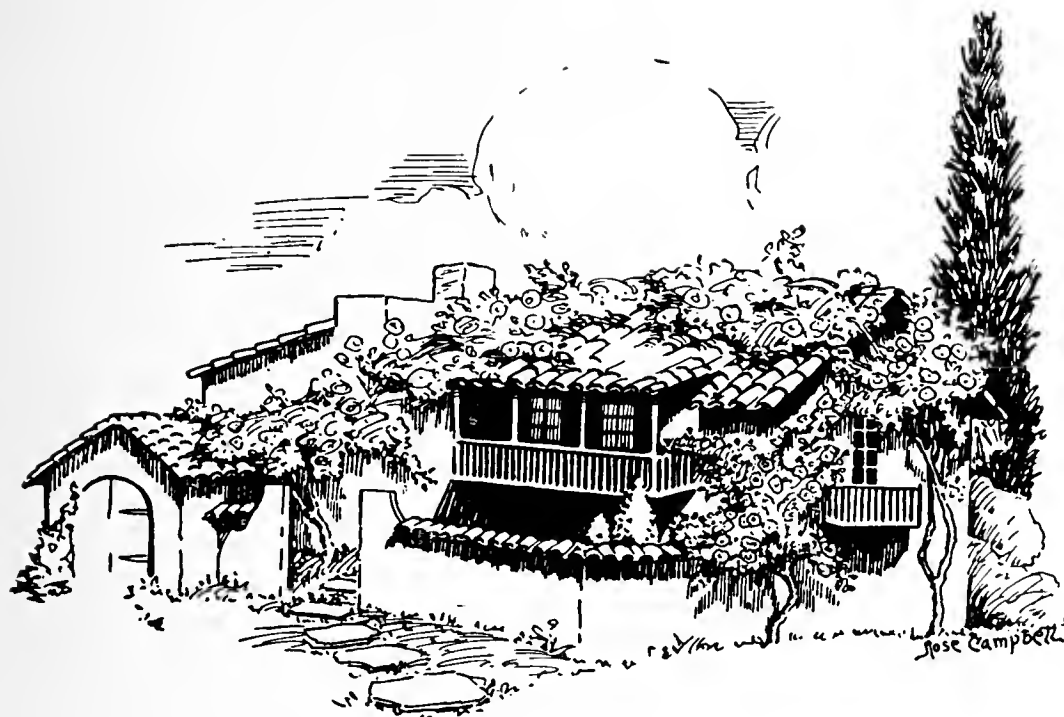
The Old Roses and the New*

"Old Friends are Best"

We agree there is a real thrill in growing a new, patented, rose introduction even though the price is high and it may be short-lived and a shy bloomer. But, frankly, we are very fond of the Old Fashioned Roses with their time-proven merits and their rare charm; and it is little wonder that they are today regaining their original popularity, for they possess qualities that no new rose can offer. Chief among these is their enduring vitality, for while the large majority of our new roses of recent years have disappeared from lack of stamina, the old roses are with us today because of their proven ability to withstand the hazards of existence and to resist disease and pests. There are still growing in California, for example, some of the original specimens of the Old Castilian Rose that were planted by the Mission Fathers when founding those missions!

Then, too, only the Old Roses offer you that rare quality of association value which age and tradition alone can give; the Eglantine is one of these, favorite rose with Shakespeare and of the Elizabethan days. Practically all of the Old Roses are deliciously fragrant, many with the true attar-of-roses fragrance so markedly absent in our modern rose creations.

*We class as an Old Rose only those varieties that have been continuously grown for fifty years or more.



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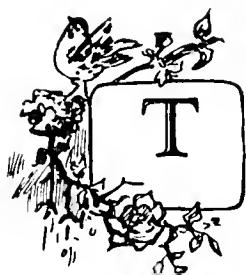
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The Old Roses offer garden delights unobtainable elsewhere. Rich in their heritage of virility and perfume and tradition they are, like true and tried friends, like old wine or old masterpieces, treasures well worth preserving and enjoying. What greater delight rare, leafy fragrance of the Eglantine—two intriguing odors that no other flower can give?

The following list of the Old Fashioned Roses will repay careful perusal; it offers a selection of these rare old roses quite unequalled in the west; it includes some treasures not obtainable elsewhere in America. The true tea roses, all of them persistent everbloomers, are indicated by the letter "T."

The roses offered are all 2-year-old selected plants of first quality. As quantities of some varieties are very limited, prompt orders are advised.

PRICE, unless otherwise stated, by mail prepaid, \$1.00 each: (For shipment beyond California add 10 cents; if east of the Mississippi 20 cents, to partly pay added shipping costs on these large specimens.)



AUSTRIAN COPPER (1596)—Single flowers of intense copper-red with old-gold center and reverse; vigorous and hardy.

BANKSIA, White (1807)—Rank, thornless climber with profuse clusters of small, double, white, violet-scented flowers.

BEAUTY OF GLAZENWOOD (See Fortune's Double Yellow).

BISHOP'S ROSE (1810)—Rare old "Cabbage" rose of deep carmine, sometimes nearly black. \$1.50

BLACK PRINCE (1866)—Hybrid perpetual rose of vigorous habit with large, full, cupped flowers of deepest crimson, shaded black; fine fragrance.

CASTILIAN (Ancient); (The Damask Rose; Rose of Castile; Rose of Babylon)—One of the oldest of all roses, originating probably near Damascus, now nearly extinct. Planted by the Mission Fathers. Shrub type, continuous bloomer with pale pink, double, intensely fragrant flowers of rare charm, followed by long scarlet hips. Our's is the variety from which the true attar of roses is made. \$1.50

CELINE FORESTIER (1860) T—Pale yellow flowers with golden center; very hardy tea rose. \$1.25

CHROMATELLA (1843); (Cloth of Gold; The Sherman Rose)—A vigorous everblooming climber, with disease proof foliage and double fawn-yellow fragrant flowers in profusion. \$1.50

(With each we enclose a copy of Mr. Lester's copyrighted "True Story of the Sherman Rose.")

COUPE d' HEBE (about 1840)—One of the rarest of the old Bourbon roses; silvery pink, cup form flowers, very distinct, beautiful and fragrant. \$2.00

DUCHESS de BRABANT (1857) T—A greatly loved old tea rose with splendid qualities of hardiness, most continuous bloom, much fragrance and distinct tulip-shaped pink flowers; vigorous grower attaining shrub form.

EGLANTINE (Ancient Species Rose)—The true English sweetbriar, favorite of Shakespeare and his times; hardy, vigorous, easily grown; ideal as specimen or for hedge; profuse single pink flowers followed by brilliant, lasting, scarlet hips; foliage deliciously apple-scented filling the garden air with rare fragrance.

- FELICITE et PERPETUE (1827)**—An evergreen rose with very double cream flowers in clusters; beautiful and vigorous.
- FORTUNE'S DOUBLE YELLOW (1845); (Beauty of Glazenwood; San Rafael Rose; Gold of Ophir)**—A rank climbing China-tea rose in great favor with profuse, semi-double orange-yellow flowers, flaked with red, borne in wreaths.
- GEN. JACQUEMINOT (1852)**—Scarlet crimson double flowers on strong stems, intensely fragrant. Vigorous.
- GIANT of BATTLES (1846) T**—An almost extinct rose with deep fiery crimson, double, fragrant flowers. \$1.50
- GLOIRE de DIJON (1853)**—Our grandparents' favorite climbing rose; hardy, vigorous, with very large, very full, fragrant flowers of rose, salmon and yellow.
- GREEN ROSE (1856)**—A rose with a rare sense of humor! Bears continuously, very lasting, novel "flowers" which are really leaf sports but of perfect flower form, green tinged with bronze. Only rose of its kind.
- HARRISON'S YELLOW (1830); (The Old Fashioned Yellow Brier)**—Shrub rose with small, very double, gold-yellow flowers and fern-like foliage; brought to the West by the covered wagon pioneer women in the gold-rush days.
- HERMOSA (1840) T**—Old favorite with globular bright rose double flowers; continuous bloomer. \$1.50
- LA FRANCE (1867) T**—Invaluable old tea rose with large, full, silver-rose flowers of sweetest fragrance; a continuous bloomer.
- LAMARQUE (1830)**—Grand old climbing Noisette rose, rank growth, handsome foliage; large, fragrant white flowers with yellow flush. \$1.50
- MME. ALFRED CARRIERE (1879)**—Noisette climber, continuous bloomer, disease proof, with blush-white double, fragrant flowers.
- MME. PLANTIER (1835)**—Fine old Noisette shrub rose, a glorious sheet of white when covered with its double, fragrant bloom.
- MARECHAL NEIL (1864)**—For generations the favorite climbing yellow, everblooming rose, most fragrant of all roses.
- MARIE VAN HOUTTE (1871) T**—Pale yellow, tinged with rose, fine form; perhaps the best tea rose for gardens.
- MOSS ROSE (17th Century)**—No other rose is richer in association value! Moss covered buds of exquisite form; delicious fragrance. We offer the White, Pink, Red and the newer Golden Moss.
- PAPA GONTIER (1883) T**—Early, profuse and continuous bloomer with fairly double pink flowers with crimson reverse.
- PERLE D'OR (1883)**—Polyantha dwarf rose of lovely apricot shade, small perfect buds; often called the "Yellow Cecil Brunner."
- REVE D'OR (1869)**—Old climbing Noisette rose with disease proof foliage and large, double, very fragrant deep yellow flowers, abundant and continuous. \$1.25
- SHAILER'S PROVENCE (1796)**—A very rare rose with anemone-shaped, cupped flowers of lilac pink and the fine cabbage-rose fragrance. Strong grower and hardy. \$2.00
- SHERMAN ROSE (See Chromatella)**
- SOUVENIR de la MALMAISON (1843) T**—Rare old favorite; flesh flowers shaded fawn, large, full and fragrant. Rich foliage. \$2.00

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Proven Roses

By this we mean those kinds which, by test and experience covering several years under various garden conditions, have been proved best for continuous bloom, great vigor and resistance to mildew, disease and insect pests. These are selections made literally from thousands of different kinds and with regard to the average amateur's garden requirements.

All stock offered is strictly first grade, first quality two-year-old dormant stock in perfect planting condition. If requested with order, we will expertly prune all plants, ready for planting. We *prepay delivery charges* within the 3rd zone (300 miles) or anywhere in California on orders for \$1.00 or more; under \$1.00 add 20 cents. Beyond the 3rd zone add 5 cents per plant, beyond the 5th zone, 10 cents. Remember, please, these are the largest, heaviest roses grown. All are correctly labeled with heavy weatherproof tag labels.

PRICES: Unless otherwise stated, 60 cents each; 10% off on 10 to 25; 15% off on 26 or more. On California orders add 3% Sales Tax.

ANGELE PERNET—Brown-orange with red-apricot flush; glossy foliage.

BETTY UPRICHARD—Vigorous, dependable, highly decorative; copper-red buds, bi-colored salmon-pink and orange-carmine flowers.

CECILE BRUNNER (The Sweetheart Rose)—Small pink flowers in great profusion all season; exquisite pointed buds.

CHARLES P. KILHAM—Long oriental-red buds of perfect form and high centered, lasting flowers; vigorous; good foliage.

CRIMSON EMBLEM—One of the best new deep crimson-red roses with long bud and delightful fragrance.

DAINTY BESS—Pink single flowers of rare beauty, often frilled; long buds; wine-red stamens; persistent bloomer.

DAME EDITH HELEN (The Perfect Rose)—Very double, intensely fragrant, rich pink flowers on thick stems.

DUCHESS OF ATHOL—Golden orange flowers from bronze buds; fine form, fragrant, continuous bloomer.

EDITH NELLIE PERKINS—A rose to fall in love with! Two toned, orange-buff and copper-pink; long stems; fragrant.

ETOILE DE HOLLANDE—Most reliable everblooming, disease resistant deep scarlet-red rose known; fragrant; fine foliage.

FEU. JOS. LOOYMANS—Very long buds and full, fragrant flowers of deep fawn-yellow; vigorous and prolific bloomer.

GENERAL McARTHUR—Grand old favorite unequalled for rare old-time fragrance; double brilliant crimson flowers on strong stems.

GOLDEN DAWN—Best light yellow rose, very fragrant, thick stems, durable foliage, vigorous and lasting.

GOLDEN EMBLEM—For California conditions the best deep gold-yellow fragrant rose of ideal form, glossy foliage, good habits.

GOLDEN MOSS—The sensational new yellow Moss rose. \$1.00

- HEINRICH GAEDE**—Valuable new rose with nasturtium-red buds opening to large, double, orange-red flowers; glossy leaves; prolific. 85 cents
- ISOBEL**—Exquisite, very long, pointed buds that open to enormous yellow and red single flowers of rare beauty; continuous.
- KAISERIN AUGUSTA VICTORIA**—Best fragrant double white everbloomer.
- LADY FORTEVIOT**—Large gold-apricot fragrant rose; fine foliage.
- LADY PENZANCE**—Hybrid sweetbrier, fragrant foliage; single copper-yellow flowers, continuous and profuse; long buds. 85 cents.
- LOS ANGELES**—Flaming salmon-coral-pink everbloomer.
- LOUISE CATHERINE BRESLAU**—Fine rose of proven merit; handsome coral bud; large, very double, coral and apricot fragrant flower; glossy foliage; long stems for cutting.
- MME. BUTTERFLY (The Improved Ophelia)**—Reliable light pink and gold full double rose; fine buds, delicious fragrance.
- MONTEREY (Originated by Mr. Lester)**—A thrilling combination of old gold edged with vermillion. \$1.50 (We are oversold on this for the present; orders subject to delay.)
- MRS. HENRY BOWLES**—Best of the large, very double, salmon pink everbloomers; reliable and prolific.
- MRS. SAM MCGREDY**—Best of the many McGredy hybrids; scarlet and orange flowers; long, pointed buds; fragrant and lasting. 75 cents
- NORMAN LAMBERT**—We consider this the best of the deep apricot, very double, fragrant everbloomers; strong stems and good foliage. 65 cents
- PAUL NEYRON**—Most vigorous, very fragrant, large, very double red.
- PRESIDENT HOOVER**—Handsome long buds of orange and scarlet; very large fragrant flowers of orange and pink; most vigorous.
- QUEEN ALEXANDRA**—Sensationally brilliant colors; vermillion petals with old gold reverse; very double; continuous bloomer. 65 cents
- RADIANCE (The World's Best Loved Rose)**—Succeeds anywhere. Large double pink flowers, borne all through the season; good stems.
- SCHWABENLAND**—Vigorous grower, leathery foliage; very large, double, lasting flowers of glowing pink like peonies; long stems. New. 75 cents
- SHOT SILK**—Our favorite for years. Glowing orchid pink with orange overtone; glossy foliage; delicious fragrance.
- SOUTHPORT**—One of the very best vivid scarlet double roses with glowing sheen and long buds; heavy bloomer. 85 cents
- SOUV. de MME. BOUILLET**—One of the most fragrant of all roses; long orange buds, double saffron yellow flowers borne all season. 75 cents
- SUSAN LOUISE**—Perfect buds on thick stems; large, beautiful salmon pink flowers; fragrant; strong grower, persistent bloomer.
- TALISMAN**—Famous rose with urn-shaped buds of orange and red; spicy fragrance; gold and red bloom borne profusely all season.
- VILLE DE PARIS**—Very long buds and brilliant deep yellow flowers on long stems, a free bloomer and fine garden rose.

The Climbing Roses

We urge deliberation in the choice of Climbing Roses. Unlike the bush roses, they are not easily moved in later years, and, once planted, are likely to be permanent. There is always a best climbing rose for its purpose. Make your selection with a view to rankness of growth, foliage effect, color and continuity of bloom and you will insure harmony and satisfaction for many years.

Below are some of our recommendations for Climbing Roses which supplement the many reliable and good kinds included in our list of Old Fashioned Roses on a preceding page. Prices are for first grade, largest size, 2-year-old specimens, delivered prepaid in California on orders for \$1.00 or over; outside California add 10 cents each to cover the extra shipping costs on these very large plants.

BELLE OF PORTUGAL—Very rank grower, handsome foliage; large, graceful salmon-pink flowers in great profusion. 75 cents

CLBG. CECILE BRUNNER—Strong climber with the same dainty pink as the bush form, "The Sweetheart Rose;" continuous. 65 cents

CLBG. CHATEAU de CLOS VOUGEOT—A rare sort, not very rank, with intensely deep scarlet-black double fragrant flowers borne all season. \$1.00

CLBG. GOLDEN EMBLEM—Best yellow climber for California; flowers like the bush form; continuous. 65 cents

CLBG. MME. EDW. HERRIOT—Most continuous bloomer with double vivid coral-pink flowers from orange-red buds. 75 cents

CLBG. PRES. HOOVER—Like its bush form namesake; very strong grower, persistent and free bloomer; fine sort. 75 cents

CLBG. TALISMAN—A most satisfactory, vigorous climbing rose with continuous bloom like the bush; fine cutting sort. 75 cents

CLBG. SHOT SILK—Showy foliage and the same exquisite bloom as the bush form. 75 cents

MAX GRAF—The new trailing or climbing rose; an ideal ground cover forming a dense mat of resistant, leathery, attractive foliage, or may be trained as a rank climber; quick grower, highly disease resistant; large, single beautiful pink flowers. \$1.00

MERMAID—In a class by itself with its glossy evergreen foliage and large, single, fragrant yellow bloom. 75 cents

PAUL'S SCARLET CLIMBER—Best scarlet-red climbing rose; our strain blooms all season long; profuse bloomer. 75 cents

PHYLLIS BIDE—Small flowers in profusion, all season, of great beauty, double, rose and gold; quite disease resistant foliage; a lovely thing. 70 cents

VEILCHENBLEU (The Blue Rose)—With clusters of small steel-blue flowers in great profusion; very striking. 75 cents

"The roses received ARE THE FINEST I HAVE EVER BOUGHT FROM ANY FIRM." So writes a customer in Oregon, just as this catalogue goes to press. It is typical of many kind words received from our customers.

First Grade Tree Roses



These should be planted more than they are—for in their right place nothing can take their place. Against the house or wall, in the center or at the corners of a formal garden, surrounded by bush roses of harmonizing shades, they are effective and beautiful. A first grade Tree Rose will produce as much bloom throughout the season as several bush roses and the flowers are of good cutting value.

Our Tree Roses are the finest grown; they must be seen to be appreciated. They are budded at a height of 3½ feet on thick stems that will average three-quarters of an inch or more, and have well developed heads that will produce bloom bountifully the first season. Quantities this season are limited so early orders are requested.

PRICE: Packed for shipment by express, not prepaid.
Each \$2.50

VARIETIES AVAILABLE INCLUDE: Chas. P. Kilham, Gen. McArthur, Etoile de Hollande, Queen Alexandra, Rose Marie (delicate rose-pink, very fragrant and double), and Souv. de Mme. Bouillet. (For descriptions see list of Bush Roses.)



Weeping Standard Roses

We shall not have enough of these Weepers, which are climbing roses budded on stems 6 feet and over in height and trained to form massive weeping heads, to meet our demands this season, except in the case of a few sorts. We solicit inquiries as to available varieties from anyone interested. We can offer here two choice kinds; both on six-foot extra heavy stems, with heavy heads:

MERMAID WEEPING STANDARD ROSES—Extremely effective as a Weeper because of its brilliant, glossy, dark green and bronze foliage, which lasts all through the year in California, and its large, fragrant, single yellow flowers, borne continuously.

CLIMBING QUEEN ALEXANDRA WEEPERS—Most desirable because of glossy and attractive foliage and its sensationally colored double flowers of vermillion and old gold.



The above two varieties, for prompt orders, can be supplied in fine planting condition, packed light for express shipment, not prepaid, for only \$7.50 each.

Our large established specimens, in tubs, in a dozen or more varieties as available, are \$10.00 to \$15.00 each.

The World's Smallest Rose

**A MATURE BLOOMING PLANT
EASILY COVERED BY A TEACUP!**

Native of the Swiss Alps, this rare dwarf rose, **Rosa Rouletti**, smallest rose in all the world, is an exquisite plant miniature that may be grown either indoors or out. Because it is everblooming in habit and highly resistant to rose pests and diseases as well as hardy, it is a great favorite with plant lovers fortunate to possess one.

There are many kinds of dwarf roses but **Rosa Rouletti** is the only one that remains permanently a dwarf. A mature, two-year-old blooming specimen may readily be covered by a teacup! Six of its charming little double, fragrant blooms can easily be displayed in half a walnut shell! The full blown pink flower is often no larger than a dime! The flower lasts for weeks for it opens deliberately and slowly, and the tiny, long buds, with their dainty feathered sepals, are one of Nature's gems!

This miniature rose is a joy to an invalid and in much favor as a gift plant. Its blooming habit is continuous and with the simple but full directions that we give with each plant it is easily grown, to last for many years.

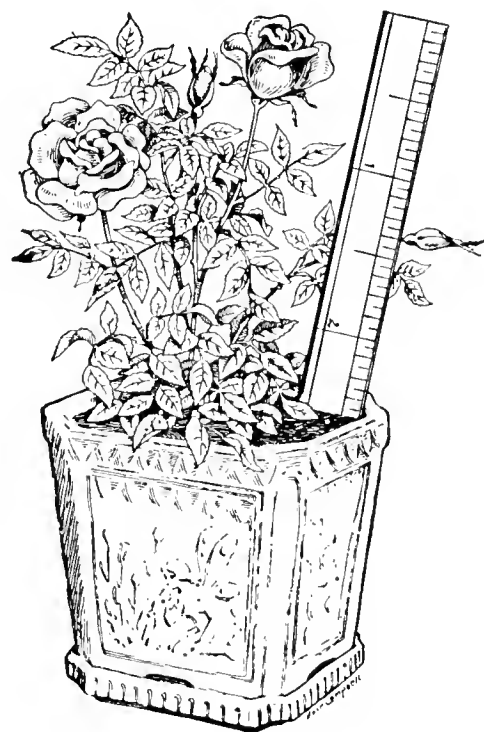
We are especially proud of the fact that ours is the *genuine Rosa Rouletti*, originating from the rare specimen first found by the discoverer.

Established Blooming Size Plants—In plain pot, expertly packed for mail shipment sent prepaid, with directions for care, each \$1.00

Selected Specimens—In glazed gift pot and saucer—ivory, black, blue, green or yellow color, by mail prepaid. \$1.50

A Limited Number of Smaller Plants—Not in pots, prepaid. 50 cents

If desired for shipment beyond California, Oregon or Nevada, add 10 cents, east of the Mississippi, 25 cents to cover added shipping costs.



The Old Fashioned Fairy Rose

The Old Fashioned Fairy Rose is another dwarf rose, most desirable for the open garden as well as indoors, and very easily grown. Except during frost it is seldom out of bloom. Its tiny, double, brilliantly red flowers are fragrant and about an inch wide, borne on wiry upright stems. The foliage is attractive and the plant resists disease and pests remarkably well.

This little rose came from the island of Mauritius more than a century ago and although little known in America has for long been a favorite in England.

Strong Small Plants—From pots, that will quickly attain full size, (about 10 inches high), in the open garden to bloom in a short time, by mail prepaid, each 50 cents.

Two New Roses of Outstanding Quality!

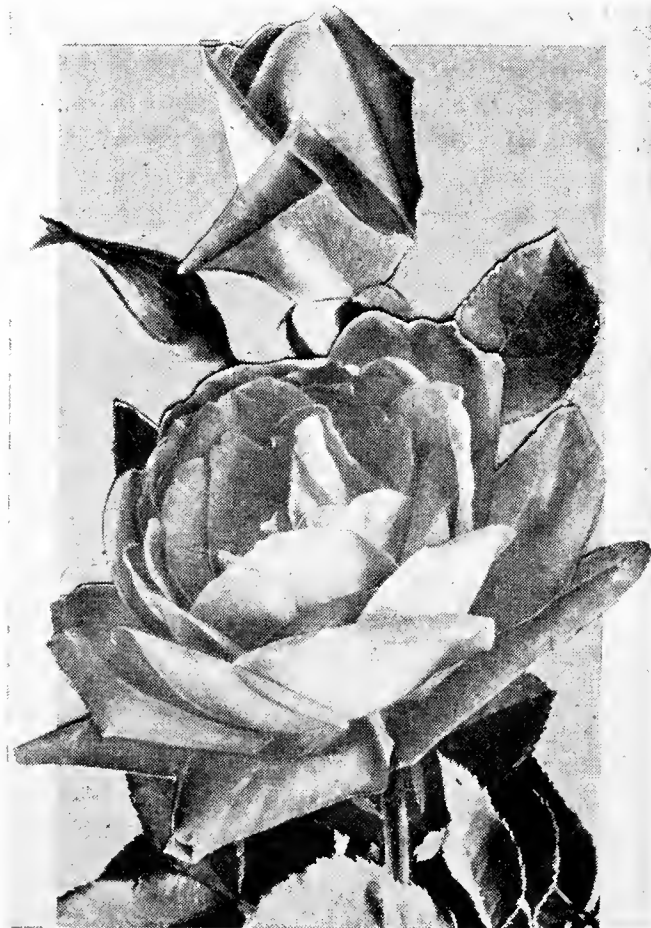
We recommend these two New Patented Roses, selected from a host of highly advertised novelties this season, because in our opinion they offer extraordinary qualities not elsewhere obtainable. The plants we offer you are of *extra large* size and remarkably fine specimens; and our four page Rose Guide, for their culture, goes with them. For a real rose thrill in your garden this season try one or both of these.

The Spectacular Rose Ronsard

(PATENT APPLIED FOR)

Here is a fine bedding rose for open garden culture that in addition to the other necessary good qualities of a rose for that purpose—everblooming, disease resistant, good foliage and fine cutting value—possesses the most amazing combination of brilliant colors

of any rose, old or modern. Do you know the rose Queen Alexandra, nearest approach to Ronsard until this season? Well, Ronsard is a glorified Queen Alexandra with more intense coloring. The bud is a brilliant gold-yellow but as it opens the petals gradually fold back and reveal their inside color which is an intense vermillion. As the flower develops it presents the thrilling combination color effect of vermillion and old-gold which marks this new rose creation as the last word in hybridized color effect. The rose stands out in your garden so vividly as to dominate its surroundings and create an "eye-trap" which will instantly command the enthusiastic attention of your garden visitors. It gets these intense color effects from one of its rose ancestors, the Austrian Copper, which we offer among our Old Roses elsewhere in this catalogue.



SELECTED SPECIMEN 2-YEAR PLANTS, each \$1.50; 12 Plants for \$15.00

The New Spanish Rose Signora

(PLANT PATENT No. 201)

This rose is the last word in a healthy, everblooming garden rose that possesses those warm colorings associated with the land of its origin, Spain, and by ample testing it has been proved to be one of the most satisfactory garden roses, for average garden conditions, that have come to us from the hybridist in recent years.

Signora has an unusually long bud of warm sienna color that develops on a strong, clean stem, to a shade called mandarin, a blending of orange, copper and vermillion. The petals have good substance so the flower keeps well and as it grows on unusually long stems, one flower to the stem, it is ideal for cutting. The rose is a vigorous grower, taller than many, and it has remarkably handsome foliage. It is a Gold Medal rose, well suited for exhibition purposes, but we recommend it because of its good behavior in the garden, its usefulness as a cut flower, its all-season blooming habit, and its most satisfying combination of rich, warm colors.



SELECTED SPECIMEN 2-YEAR PLANTS, each \$1.50; 12 Plants for \$15.00

The Scarlet-red Datura



—(*Datura sanguinea*), is one of the most strikingly beautiful rare plants available to flower lovers. It grows to large shrub size, has handsome and attractive foliage, and bears all season long its showy trumpet flowers of brilliant scarlet and gold 6 to 8 inches long.

This Datura may be grown from seed in sandy soil, the seedlings transplanted to pots when two or three inches high and later to the open ground. It likes a light and not too rich soil and a moist air if possible, hence it grows to perfection near the coast. It is a rapid grower; blooms well as a pot or cool house plant or in the open garden. It will stand some frost but is not very hardy so should be given winter protection in cold climates. In the open garden it prefers a position of semi-shade. We offer:

Strong Young Plants—From 3-inch pots, shipped prepaid by mail in waterproof paper pots, each 50c.

Large Blooming Size Plants—12 to 18 inches high, in pots, by express only, not prepaid \$1.50 and \$2.00

Packet of Seed—25 cents



Native Peat and Leafmold

As we are now in the heart of the Santa Cruz mountains where the finest native peat and leafmold is found, we can offer you these garden necessities at low prices.

Native Peat—This we consider far better than the imported peatmoss and we notice it is preferred by the commercial growers of plants that require peat. For one thing it incorporates at once with any soil—for in texture it is soft as silk, fine grained and free from adulteration. We offer this screened, prepared peat, ready for use, in sacks, shipping charges not prepaid, each 65 cents; 10 sacks for \$5.75

Leafmold—The finest, per sack, \$1.00; 10 sacks for \$8.75

Freight shipping charges on the above are very low, usually 50 to 75 cents on three sacks to any point within about 150 miles.

KIND WORDS FROM OUR CUSTOMERS

"I love your plants; what I have bought from you have been gorgeous."

"Your plants are the finest I have ever had."

A SALE OF THE
Finest Transvaal Daisies
(*Gerberas*)

These are large, undivided, field-grown plants, each with its mass of long, strong roots, of the New Hybrid Transvaal Daisies in choicest colors. They include shades of scarlet, white, yellow, orange, pink and the delicate and greatly admired pastel shades. They are fully matured, well grown plants that will start blooming soon after planting, weather permitting, and provide you with abundant flowers all season long, large blooms on very long stems, ideal for cutting because they last so well and hold up their heads like the thoroughbreds they are.

Transvaal Daisies are one of the most useful and oramental garden perennials you can grow. They are easily managed and ask for little care. They like full sun and must be planted with the head or crown of each plant clump set well up, even though half an inch or more of the root tops shows above the soil, for if planted so that water stands around the crown the plant will suffer. They prefer a light, sandy soil.

We offer our very fine stock at these low prices:

3 Plants for 40c	6 Plants for 75c
12 Plants for \$1.25	25 Plants for \$2.35

Delivery charges prepaid within the 3rd zone; beyond that add 3 cents per plant to partly pay shipping costs.

Try a mass planting of 25 of these choice *Gerberas* and you will have a glorious blaze of color all season long that will be the chief joy of your gardening experience!

PELARGONIUMS

(*Martha Washington Geraniums*)

Of these we have a number of the newer varieties, in all shades; pink, lavender, rose, purple, scarlet and black-red. Our stock is grown in 4 to 5 inch pots and we offer these strong, healthy plants, prepaid within the 3rd zone, each 50 cents.

3 Plants, alike or assorted, prepaid for \$1.15

6 Plants, alike or assorted, prepaid for \$2.00

PERMANENT ROSE LABELS

We know how it feels to find a rose in the garden, whose name you have forgotten, without its name label, so for many years we have marked our own roses with permanent labels.

Whilst every rose we sell is marked with a good weatherproof label they will not last forever. So if you want a really permanent label we offer here the kind we use. They measure 3½ by 5⁄8 inches, are made from heavy celluloid fabric and fitted with rust-proof copper wires. The best thing to use in marking them is a No. 2 lead pencil. You may have what you need at these special prices; delivered prepaid:

10 for 30 cents; 50 for \$1.25; 100 for \$2.00

KIND WORDS FROM OUR CUSTOMERS

"Your plants are the pride of my garden. I am delighted."

"The Weeping Roses you sold me have made wonderful growth."

Campanulas

With their gorgeous showing of blue bells, Campanulas are beginning to attract the attention they have long deserved by flower lovers because of their unequalled usefulness as hardy garden perennials. The well-known Canterbury Bell is a Campanula, but only a biennial, whereas most of the members of this large family are perennials. They cover a wide range in form; many are trailers, ideal for the rock garden and for border planting, and still more are tall in habit, growing from one to six feet or more in height and providing delightful garden effects, mostly in shades of blue and white. They are easy to grow, are hardy, very resistant to plant diseases and pests, and require little care when once planted, increasing in size and beauty from year to year. Most of them may be increased by division in the fall.

We have some thirty different kinds but not all of these in sufficient quantities to offer generally to our trade as yet. Here are a few of the most desirable sorts which we highly recommend for the amateur's garden, all of them hardy perennials with long blooming season:

PRICES: Unless otherwise stated, 25 cents each, prepaid; 3 for 60 cents.

- C. **BONONIENSIS**—Tall and branching in habit with bright blue flowers in loose spikes; up to 3 feet high. One year plants, small.
- C. **CELTIDIFOLIA** (Edw. Molyneau)—Grows to 4 feet high, bearing all season very large heads of large light blue flowers; a most showy sort which has greatly pleased our customers. Only size available this season is small year-old plants.
- C. **ELATINOIDES**—A trailing sort for rock garden, spreading in habit, pale blue flowers. Small plants.
- C. **GRANDIS**—Highly recommended; grows to 4 feet with many heads of very large (up to 3 inches) saucer-shaped bright blue flowers; strong grower and very showy. Large field-grown clumps, each 50 cents. Smaller one-year plants, 25 cents; 3 for 60 cents.
- C. **GROSSEKI**—2 to 3 feet high, stiff stems bearing large, pendant, bell-shaped violet flowers; blooms continuously all season; spreads freely when once established. Each 20 cents; 3 for 50 cents.
- C. **LATIFOLIA** (Brantwood)—Up to 2½ feet; with very large dark blue flowers up to 3 inches long; a beautiful sort.
- C. **MEDIUM** (Canterbury Bells)—Well known, profuse flowering biennial; choicest strain in shades of blue, lilac, pink and white; strong year-old plants to bloom soon, each 20 cents; 6 for 75 cents; 12 for \$1.15 prepaid.
- C. **MURALIS**—Dwarf sort, forming large mats of shiny deep green foliage, always attractive; most useful border plant; lovely purplish-blue bell flowers all season. Divides readily. Each 25 cents; 3 for 60 cents; 10 for \$1.50 prepaid.
- C. **PERSICIFOLIA** (Telham Beauty)—One of the most showy, desirable campanulas, to 3 feet high bearing large spikes of beautiful china blue flowers of large size.
- C. **PERSICIFOLIA MOERHEIMI**—Like the above but white flowers.
- C. **PUSILLA**—Grows to 6 inches. A good border kind with dense mats of shining green leaves and nodding bells of lavender blue flowers on 3 inch stems.
- C. **RADDEANA**—A rare and exquisite kind, grows to nearly a foot in height; bears spikes of rich purple flowers. Small one-year plants only.

The True Blue Geranium



This is the true geranium, a hybrid development, which last season attracted so much attention by visitors to our garden because of its new and thrilling color. The flowers are a brilliant heavenly blue—not lavender, nor magenta, nor purple—the only blue geranium known. The illustration shows in small space the flower, leaf and seed, all beautiful in form; but the flowers are borne on long stems, in clusters, throughout the season and they are delicately veined. The foliage, which grows mostly at the base of the plant, is most attractive all season long; and the plant is hardy.

We offer small field-grown plants, to bloom this season and which may be divided next fall, each, prepaid:

3 plants for 65 cents; 12 for \$1.15

Seed, per packet - - - 25 cents

SPECIES GERANIUMS

We have a nice collection of these species, or true geraniums in separate colors of large veined white, (*G. pratense album*); pink, (*G. Endressi*); deep red, (*G. sanguineum*); large, showy violet, (*G. ibericum*); and silvery-lavender-blue, (*G. sylvaticum*). These are most useful as border plants because of their handsome foliage all season long, their attractive flowers, hardiness and freedom from disease or pest. Whilst much grown in England their usefulness is just beginning to be known here.

We offer good field-grown plants, to bloom this season, each, prepaid, 25 cents.

A collection of one each of all five kinds, prepaid, for \$1.00



Four Hardy Perennial Blue Sages

—THAT WE HIGHLY RECOMMEND. These *Salvias*, or Sages, are little known kinds, but we have found them to be most desirable garden plants; easily grown, permanent and hardy perennials, that increase in their mass clumps from year to year to make glorious effects. They are ideal plants to furnish the much desired blue shades in garden planting and call for little care, and they withstand drought and disease remarkably well.

- S. DICHROA**—Grows to 3 feet in height; bears in great profusion and for a very long season gracefully spreading spikes of intense deep blue flowers; a little known but most desirable blue sage. Small year-old plants to bloom this season, each 20 cents; 3 for 50 cents.
- S. SCLAREA**—Grows to over 2 feet high, rank in habit with large woolly foliage and large spikes of very dark blue and white flowers; very showy. Small year-old plants to bloom this season, each 20 cents; 3 for 50 cents.
- S. ULIGINOSA**—Best of the tall growing sages; increases rapidly to form masses of tall, waving stems of intensely blue flowers, most effective and beautiful. Divisions, each 25 cents; 3 for 60 cents.
- S. LEUCANTHA**—Shrubby sort growing to 2 or 3 feet high with light woolly foliage and brilliant violet and white flowers all season long. One of the easiest grown showy garden plants. Each 20 cents; 3 for 50 cents.



Uncommon Perennial Plants

A brief list of recommended garden treasures that, whilst not common, are easily grown, with long blooming seasons. Note that seed of some items is available as listed elsewhere in this catalogue. We ship plants as and when ready, packed carefully, charges prepaid to any California address.

- ASTERS (Dwarf Hybrid Border Asters)**—These are the new "Michaelmas Daisies" that rarely exceed 15 inches in height and that are unsurpassed for border planting, rock gardens and similiar situations. These new varieties are a great advance over the old kinds; they have a very long blooming season and their bushy forms are completely covered with bloom that ranges from white to exquisite shades of pink, lavender and light and dark blue. Our stock includes the latest and choicest kinds, and being propagated from divisions they are true to original types.
Each, 25 cents; 3 for 60 cents; 12 for \$1.75
- BEGONIAS**—The Tuberous-rooted kind, producing a glorious showing of camelia-like flowers all summer and fall, in the widest range of colors—white, yellow, scarlet, orange, salmon, etc. Large blooming size bulbs, each 20 cents; 12 for \$2.25
- BLEEDING HEARTS**—Old-fashioned favorite, throwing up long, arching sprays of bright pink "bleeding heart" flowers. Large mature clumps to bloom in a few weeks profusely, each, prepaid to 3rd zone only, 65 cents; 3 for \$1.60
- BUDDLEIA LINDLEYIANA**—A little known species of the Butterfly Bush or Summer Lilac but one of the choicest of all. Not so rank and coarse as the common Buddleia; grows to 3 or 4 feet, compact in habit with neat panicles of lavender blue flowers in profusion all summer. We highly recommend it. Small plants, to bloom this season, each 25 cents; 3 for 65 cents.
- CHILE JASMINE VINES (Mandevilla suaveolens)**—A fine quick-growing vine with glossy foliage and two-inch wide white trumpet flowers in great profusion, intensely fragrant and larger than any true jasmine. Young plants, each 25 cents; 3 for 60 cents.
- CHRYSANTHEMUMS (New Korean Hybrids)**—These are the hardy chrysanthemums that continue blooming well into the winter, with mostly single flowers in

new shades of bronze, copper, red, gold, salmon, chamois, amaranth and pastel tints. Choice divisions, true to the original carefully selected varieties, each 25 cents; 3 for 65 cents; 12 for \$2.00

COLUMBINE—The uncommon Old Fashioned Deep Blue, with profuse bloom of a rich dark blue; easily grown. Strong year-old plants to bloom soon, 25 cents; 3 for 60 cents.

DELPHINIUM HYBRIDS—Strong one-year-old transplanted plants to bloom this season of selected strain of highest quality, producing magnificent spikes in all shades of blue and some whites. Ideal for mixed borders and cut bloom. Each 25 cents; 3 for 50 cents; 12 for \$1.85

DIMORPHETECA EKLONIS—A long name for this beautiful everblooming African Daisy, perennial in mild climates; large white flowers of much beauty with blue center and reverse, on long stalks; a fine cut flower. Strong plants to bloom quickly, each 20 cents; 3 for 50 cents; 6 for 90 cents.

FUCHIAS—We have a nice collection, too large to list here, but offer the only true sun-flower-yellow kind, a trailing sort with fern-like foliage, (*F. procumbens*), bearing small bright yellow tubular flowers with bronze reverse, tipped with bright blue pollen; a dainty, easily grown sort, for pot or rock garden or shady border. Strong blooming size plants from 4 inch pots, 50 cents; 3 for \$1.25

PANSIES—A choice giant flowered strain in all colors; indispensable for continuous bloom. 6 plants (no less sold) for 60 cents; 12 for \$1.00

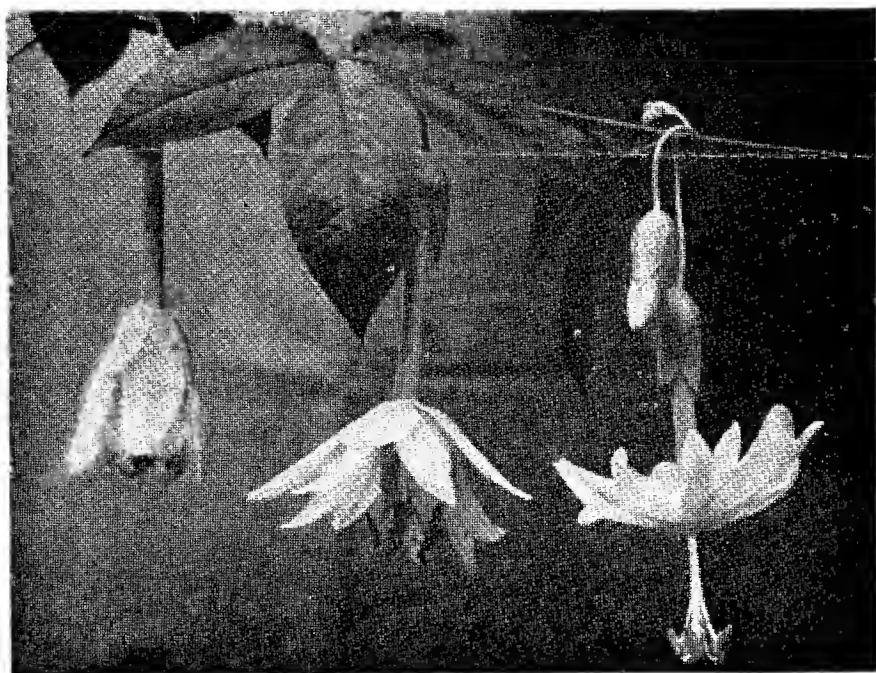
POTENTILLA—A hardy perennial that deserves a place in every garden, about 18 inches high; strawberry-like foliage; continuous, showy flowers of brilliant gold. Small plants to grow and bloom quickly this season, each 15 cents; 6 for 75 cents.

NEW BICOLORED HYBRID POTENTILLA—Like the above but with flowers of red and yellow, a very pretty and showy kind. Small plants, each 20 cents; 3 for 50c.

PINK PASSION VINES (*Passiflora mollissima*)

Illustrated

A very quick growing vine, ideal for twining up through trees, over trellises or on support, quickly creating a dense effect. Bears large pendant star-like pink flowers with golden stamens followed by large, oval, yellow, edible fruits. Attractive shiny green foliage. Strong plants each 30 cents; 4 for \$1.00



TIGRIDIAS (Mexican Shell Lily)—Glorious triangular flowers in scarlet and many other shades. Bulbs, each 15 cents; 12 for \$1.50; 100 for \$10.00

VIOLAS (The Best Blue)—This we consider the best of all blue violas with the longest blooming season. Flowers are an intense deep blue on strong stalks. Field-grown plants each 20 cents; 3 for 50 cents; 12 for \$1.50

Uncommon Seeds

Most of these seeds are kinds not commonly offered by seedsmen and some are not to be found elsewhere. All are valuable for the amateur's garden. Prices include mailing costs anywhere. Items marked "x" are offered also as plants elsewhere in this catalogue.

ALSTROMERIA (The Peruvian Day Lily)—Large clusters of vivid apricot-orange flowers. 15 cents.

x **ASTER (New Hardy Varieties)**—Most satisfactory border plant; this seed is from our choicest named varieties in shades of blue, lilac, lavender, etc.; a very fine strain. 25 cents.

BABY BLUE EYES (Nemophila)—Not only the bright blue sort but the newer hybrids in purple, lavender, white and spotted kinds in mixture; most effective for broadcasting. 25 cents.

x **BLUE GERANIUM**—Our true geranium with intensely blue flowers, exquisitely veined; fine hardy border plant. 25 cents.

CALIFORNIA POPPY (Hybrids)—The newest shades, red, copper, etc. 20 cents.

CALIFORNIA WILD FLOWERS—In mixture of the best easily grown kinds. (We can furnish any kind of California Wild Flower seed separately.) 25 cents.

x **CHILE JASMINE (Mandevilla suaveolens)**—Not a true Jasmine but a strong vine with 2-inch-wide white trumpet flowers of delicious fragrance. 20 cents.

x **COLUMBINE (The Old Fashioned Blue)**—Showy, dependable, easily grown. 15 cents.

New Wine-red Hybrid—A rare and most beautiful sort. 25 cents.

x **EKLONIS (Dimorpheteca Eklonis)**—Quite one of the most desirable easily grown garden plants, perennial in mild climates; grows to strong bush form, bears continuously blue and white daisy-like flowers on long stems; good for cutting. 10 cents.

FREMONTIA CALIFORNICA—Evergreen shrub with large golden-yellow flowers through a long season; likes dry condition. 25 cents.

LEPTOSYNE maritima—A little known but choice quick-growing garden flower blooming the first season from seed with large, daisy-like, flowers of purest golden-yellow on long stems, borne continuously. 15 cents.

LUPIN—The Bush Yellow variety, a grand show when in bloom. 20 cents.

ORNAMENTAL GOURD—(See detailed offering on another page.) 25 cents.

x **PINK PASSION VINE**—Fastest growing mild-climate flowering perennial vine; 5 inch star-like pendant pink flowers of great beauty; yellow edible fruits. 20 cents.

x **POTENTILLA**—The showy yellow garden perennial; should be in every amateur's garden. 20 cents.

x **RED DATURA**—The rare red-flowering Angel's Trumpet, with 8-inch trumpet flowers of brilliant scarlet and gold. 25 cents.

x **SALVIA dichroa**—Most uncommon but one of the best of the useful Blue Sages; spikes of brilliant blue flowers in late summer and fall. 25 cents.

x **S. schlerii**—Another choice blue Salvia with huge panicles of deepest blue, and large, thick foliage. 25 cents.

TIGRIDIA pavonia (The Mexican Shell Flower)—Summer blooming bulb of striking beauty with triangular flowers of brilliant scarlet, copper, etc. 25 cents.

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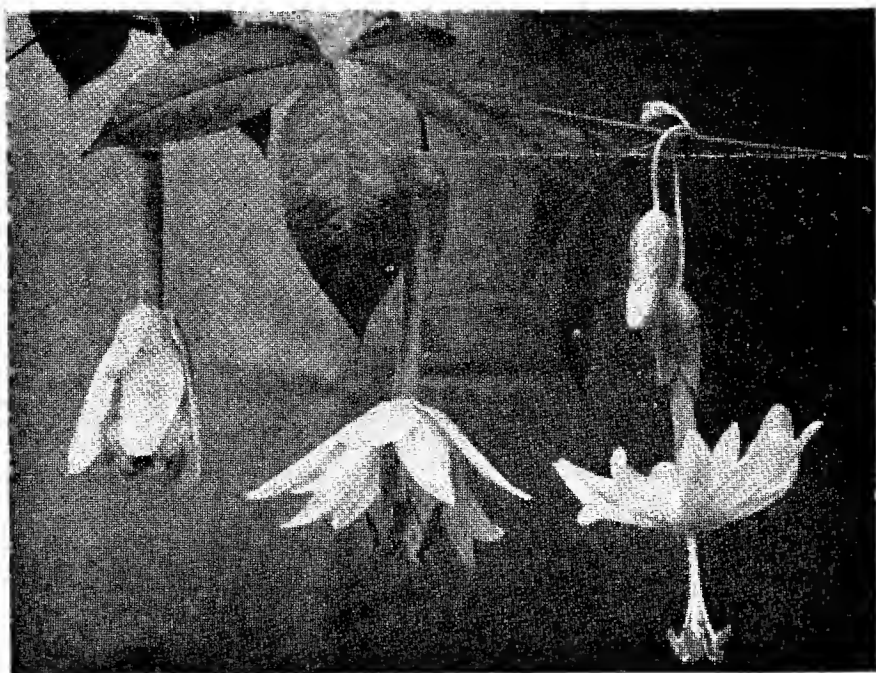
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A Selected Prize Winning Strain of Ornamental Gourd Seed

This seed is from selected specimens of the finest Ornamental Gourds grown. It includes all shapes—egg, turban, club, pear, etc., and sensational color and warted effects. We recommend it for exhibition as well as select commercial trade. Easily, quickly grown; ideal for covering trellises.

Price, per liberal packet. 25 cents.



Golden Yellow and Pink Callas

The **Yellow Calla Elliottiana** is a desirable pot plant, with handsome spotted foliage and brilliant yellow calla flower. Easily grown and very attractive.

Blooming size bulbs (available up to April 1st) each 20 cents; 3 for 50 cents; 6 for 90 cents. (Prices on large quantities to commercial growers on application.)

The **Rare Pink Calla (Richardii)**. This season we have a limited number of these available for our customers in blooming size. This Calla bears a strikingly beautiful flower of a rich, soft, deep lavender-pink shade. A rare and choice pot plant, or may be grown in the open garden. Each, prepaid, \$1.00

CUT OFF HERE

Please Use This Handy ORDER BLANK

THE LESTER ROSE GARDENS
Route 5, Box 326, Watsonville, Calif.

Date.....

Please ship (when).....to the address below
(unless otherwise specified we ship promptly)

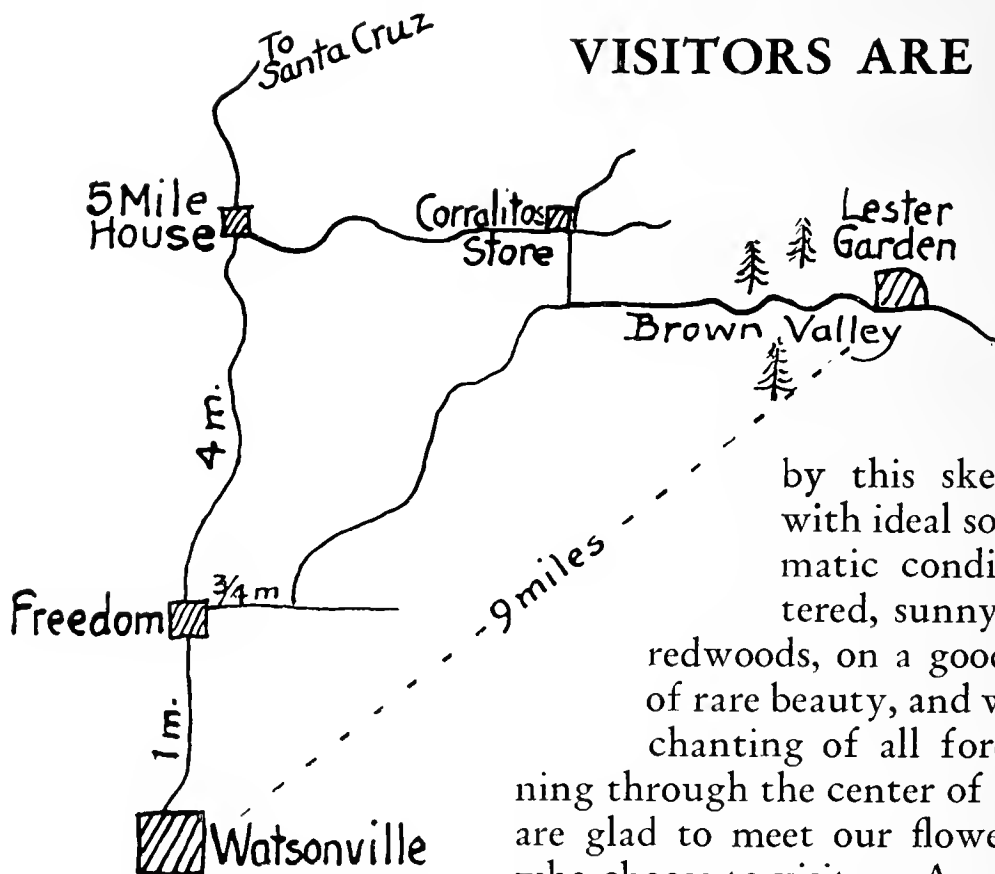
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Add 3% Sales Tax on California orders - - - -	\$.....
Add extra postage where specified beyond California -	\$.....
Remittance enclosed for - - - - TOTAL	\$.....

Your Name.....

Address.....

FREE with every rose order—a copy of Francis E. Lester's Rose Guide fold
"How to Get the Most from Your Roses." (Mailed separately for 10 cent)

VISITORS ARE WELCOME



—at our new location in Beautiful Brown Valley, in the Santa Cruz mountains, as shown

by this sketch map. Here, with ideal soil, water and climatic conditions, in a sheltered, sunny spot among the redwoods, on a good mountain road of rare beauty, and with the most enchanting of all forest streams run-

ning through the center of our property, we are glad to meet our flower-loving friends who choose to visit us. Any who come from a distance should advise in advance—a post-

card will do—otherwise we might be absent temporarily. April to December are the best months to come.

THE LESTER ROSE GARDENS

ROUTE 5, BOX 326

— WATSONVILLE, CALIFORNIA

Sec. 562, P. L. & R.

A Selected Prize Winning Strain of Ornamental Gourd Seed

This seed is from selected specimens of the finest Ornamental Gourds grown. It includes all shapes—egg, turban, club, pear, etc., and sensational color and warted effects. We recommend it for exhibition as well as select commercial trade. Easily, quickly grown; ideal for covering trellises.

Price, per liberal packet. 25 cents.



Golden Yellow and Pink Callas

The **Yellow Calla Elliottiana** is a desirable pot plant, with handsome spotted foliage and brilliant yellow calla flower. Easily grown and very attractive.

Blooming size bulbs (available up to April 1st) each 20 cents; 3 for 50 cents; 6 for 90 cents. (Prices on large quantities to commercial growers on application.)

The **Rare Pink Calla (Richardii)**. This season we have a limited number of these available for our customers in blooming size. This Calla bears a strikingly beautiful flower of a rich, soft, deep lavender-pink shade. A rare and choice pot plant, or may be grown in the open garden. Each, prepaid, \$1.00

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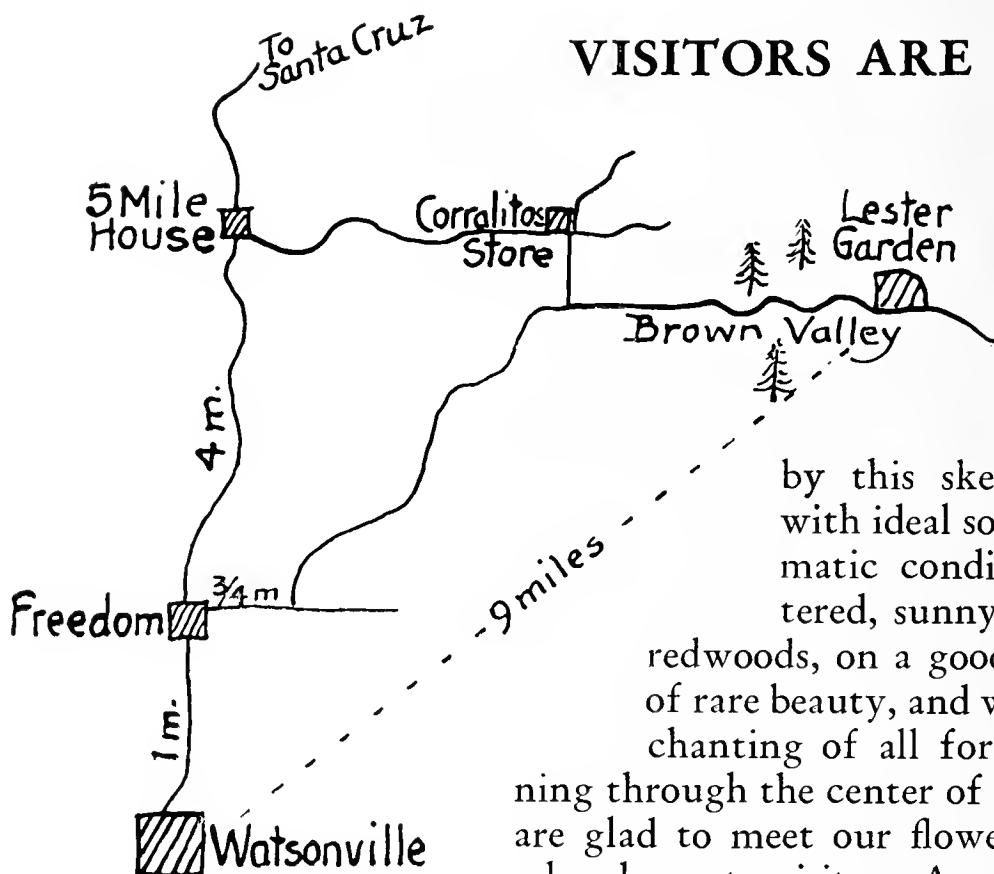
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VISITORS ARE WELCOME



—at our new location in Beautiful Brown Valley, in the Santa Cruz mountains, as shown

by this sketch map. Here, with ideal soil, water and climatic conditions, in a sheltered, sunny spot among the

redwoods, on a good mountain road of rare beauty, and with the most enchanting of all forest streams run-

ning through the center of our property, we are glad to meet our flower-loving friends who choose to visit us. Any who come from a distance should advise in advance—a post-

card will do—otherwise we might be absent temporarily. April to December are the best months to come.

THE LESTER ROSE GARDENS

ROUTE 5, BOX 326

— WATSONVILLE, CALIFORNIA

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